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AGENDA ITEM

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For Possible Action

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Information Only

Date: December 12, 2013

Item Number: V

Title: Marketing Update

PURPOSE

The purpose of this report is to update the Board on the marketing and advertising campaigns to date and show effectiveness of the campaign through measured traffic driven to the enrollment portal and to the call center.

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MESSAGING WAVES TIMING

- Phase 2: July 15-October 6
 - Focused on education about Nevada Health Link
 - Included TV, Radio, Print and Digital Advertising
- Phase 3a: October 7-November 3
 - Focused on deadline for January 1 coverage
 - Included TV, Radio, Print and Digital Advertising
- Phase 3b: November 4-December 15
 - In addition to messaging about deadline for January 1 coverage, promotes use of in-person assistance and rolls out prominent “enroll now” message
 - Includes 60-second public education spot to help clarify and differentiate between state-based and federal exchange, which will run in the latter part of Phase 3b
 - Includes TV, Radio, Print, Digital and the addition of Out of Home (billboards, bus wraps, bus shelters, bus interiors)
- December 16-December 31: Broadcast and print are “dark” for the holidays due to significantly low viewership (out of home and digital continue during break)
- Phase 3c: January 1-March 31
 - Will promote a sense of urgency, indicating the March 31 deadline for enrollment
 - Includes 60-second public education spot to help clarify and differentiate between state-based and federal exchange, which will run the full length of Phase 3c
 - Includes TV, Radio, Digital and Out of Home

CAMPAIGN REACH

- Projected Total Campaign Reach (July 15-March 31): 90.8%
- Projected Total Campaign Frequency (July 15-March 31): 25.3 times
 - Frequency is the number of times individuals/households are exposed to an advertising message
- Projected Total Campaign Impressions: 61.07 million impressions
- Campaign Added Value Goal: \$825,000+ (23%)

DIGITAL CAMPAIGN METRICS AND ANALYSIS

CURRENT CAMPAIGN INCLUDES:

- Traditional Display: these are banner ads on external websites in both flash (animated) and static formats
- Pre-Roll Video: these are online video commercials that appear prior to an online video
- Placement of ads for mobile and tablet devices
- Pay-Per-Click: this method is used to drive traffic to websites; we pay only when the ad is clicked
- Target Audiences: overall uninsured and Latino uninsured

METRICS FOR OCTOBER 1-DECEMBER 2:

- Display Metrics
 - 16.4 million impressions have been served in the enrollment phase thus far. This is compared to the pre-portal launch (3-month campaign) of 7.4 million impressions
 - Approximately 50% of the impression volume scheduled for this phase (October-March), has been delivered. Impression delivery volumes were slightly frontloaded from the portal launch leading up to the December 23 deadline, as a result, there will be lower impression delivery volume in the January-March timeframe. Impression delivery is progressing as expected.
- The click through rate (CTR) has improved to 0.18%
 - Nevada Health Link's Digital campaign's call to action is performing at 3 times the industry average.
 - Industry averages: 0.05%-0.06% CTR
 - Increase from pre-portal launch CTR (0.14%)
 - CTR on mobile devices is especially high at 0.24%
- Display drove 28,905 clicks to the site (pre-portal launch at 10,300 clicks)
- The Small business Health Options Program digital effort recently started (display and pre-roll video) and initial CTR on this activity is strong
- Pre-Roll Video Metrics:
 - 1.1 million impressions have been served on the pre-roll video portion of the campaign (pre-portal launch at 1.43 million)
 - 423,144 minutes of pre-roll video have been viewed (pre-portal launch at 575,000 minutes)
 - Pre-roll video drove 1,190 clicks to the site (pre-portal launch at 2,000 clicks)

PHASE 3 (OCTOBER-MARCH) OUTREACH METRICS

HOW OUTREACH ACTIVITIES ARE MEASURED:

- Touch points are measured by attendance (impressions), one-on-one conversations, number of materials distributed and referrals to EEFs
- We track each activity cost against total budget
- Phase 3 Consumer Outreach Budget: \$1,077,120
- Phase 3 Touch Point Goal: 736,229

SPECIFIC OUTREACH INITIATIVES:

- Non-Profit Organization Partnerships including faith-based and clinics
- State- and County-Based Agency/Services Partnerships (including DMV, DETR)
- School and University-Based Services Partnerships
- Home Visitation Program

- Projected reach 500 homes
 - Similar to other network marketing programs (Mary Kay, Arbonne, etc. as examples)
 - Outreach teams will organize small group meetings in the homes of volunteers
 - The purpose is to inform and educate people about Nevada Health Link in small, comfortable settings with the request that they help spread the information regarding enrollment to others.
- Door-to-Door Campaign (metrics provided later in report)
- Movie Theater Outreach
 - Selected holiday timeframe for placement due to high volumes of movie goers
 - Includes placement of Nevada Health Link :30 spot during previews (placement for all November and December)
 - Also includes placement of a Nevada Health Link outreach booth for one-on-one conversations with movie goers in the lobbies of:
 - Two high-traffic theaters in Las Vegas with high reach of target audience
 - Orleans 18, Nov. 22-24
 - Texas Station, Dec. 6-8
 - One high-traffic theater in Reno with high reach of target audience
 - Park Lane, Nov. 29-Dec.1
 - Movie Theater Outreach Numbers
 - 5,810 impressions
 - 1,435 one-on-one conversations
 - 1,572 pieces of literature distributed
- Booth placement in malls that our target audiences frequent – holiday shopping season focus
 - Meadowood Mall
 - Dec. 13-15
 - Dec. 19-24

PHASE 3 OUTREACH NUMBERS TO DATE*:

- 295 events, presentations and distribution points since October 1
 - Distribution points include new and existing points of contact at which we provide Nevada Health Link materials
 - Examples include state- and county-based service offices, Job Connect offices, local businesses, churches, libraries, colleges, medical offices and retailers
- 198,822 touch points since October 1
 - 89,678 impressions
 - 5,198 one-on-one conversations**
 - 109,144 pieces of literature distributed

*As of 12/4/13

**One-on-one conversations included in impressions total

DOOR-TO-DOOR CAMPAIGN DETAILS AND METRICS

Ramirez Group and Mi Familia Vota have been hired to conduct Nevada Health Link outreach through a door-to-door campaign in both northern and southern Nevada. The project began in November and will continue through March 2014. The organizations' efforts have been coordinated to ensure little to no overlap.

Total Reach Goal: 450,800 members of our target audience through door-to-door canvassing

For those homes at which no one answers, a Nevada Health Link door hanger is left, which includes information about the exchange and how to get help enrolling. Both organizations are also utilizing a lead-generation system to follow up with those individuals and families who would like to make enrollment appointments with a navigator organization.

Ramirez Group Metrics

Reporting Period: 11/1/13-11/30/13

Canvassing Days: Monday-Saturday

Canvassing Times: 10 a.m.-7 p.m.¹

| | |
|-------------------------|---------------------|
| Doors Hit: | 19,353 |
| Door Hangers Delivered: | 14,296 |
| At-Home Contacts: | 5,982 |
| Leads Generated: | 335 |
| Successful Contacts: | 935 |
| Refusals: | 5,057 |
| Inaccessible Homes: | 2,117 |
| Zip Codes Completed: | 89146, 89147, 89118 |

The total doors hit figure includes door hangers delivered, brochures accepted, appointments scheduled and refusals, minus any crossover between responses. It does not include inaccessible homes.

Refusals:

- Already insured (14.8%)
- General Refusal (11.5%)
- Medicare/Medicaid Recipient (3.5%)
- Ineligible (.0002%)

¹ Various teams are scheduled throughout the canvassing days based on overall performance of certain areas. We will continue to adjust day/time strategy based on these metrics to best reach our goal of a high number of leads and low number of refusals.

Mi Familia Vota Metrics

Reporting Period: 11/5/13-11/23/13

Canvassing Days: Sunday-Saturday
Canvassing Times: 9 a.m. -7:30 p.m.²

| | |
|-------------------------|--|
| Doors Hit: | 15,813 |
| Door Hangers Delivered: | 15,350 |
| At-Home Contacts: | 2,985 |
| Leads Generated: | 319 |
| Successful Contacts: | 2,522 |
| Refusals: | 463 |
| Inaccessible Homes: | 2,417 |
| Zip Codes Completed: | 89030, 89101, 89104, 89107, 89115, 89032, 89110, 89112, 89142, 89121 |

Mi Familia Vota refusal rates are much lower in this instance because they are using targeted lists; they have selected ONLY the homes that have residents who are good candidates. They procure this list from their voter registration canvassing; it's based on low-propensity voters who also are shown to have low understanding of other political/social programs and issues.

The total doors hit figure includes door hangers delivered, brochures accepted, appointments scheduled and refusals, minus any crossover between responses. It does not include inaccessible homes.

Refusals (percentages to be provided in next report):

- Already insured
- Prefer to pay penalty
- General refusal/unhappy about ACA

RECOMMENDATION

None.

² Various teams are scheduled throughout the canvassing days based on overall performance of certain areas. We will continue to adjust day/time strategy based on these metrics to best reach our goal of a high number of leads and low number of refusals.